R J Reynolds Tobacco Company

J. L. Merusi
KEY ACCOUNT MANAGER

27 Randall Rd.
Rochester, MA 02770
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February 9, 1998

TO: Boston ROU
NY Metro ROU ✓
Philadelphia ROU
Buffalo ROU
Pittsburgh ROU

RE: CUMBERLAND FARMS
CID #0107-XX-XX

Ladies & Gentlemen:

The attached authorization from Mr. Al McKay, V.P. of Marketing was sent to all Cumberland Farms stores.

Please utilize this authorization to maintain the advertising pieces indicated.

Exterior advertising should utilize price communication to feature price reductions and/or competitive pricing on our brands.

Sincerely,

Jim

J. L. Merusi

JLM/sec

cc: Irene Torregrossa
Steve Manos
Helen Burke
Audrey Evanchik
Mario Robleto
Steve Callaghan
RM's

Sales		Retail
1221	1222	20, 21, 22, 24
1222	1223	
1223	1226	23, 24
1224	1230	
1225	RCM	J6
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

"We work for smokers."

51846 2216

Source: https://www.industrydocuments.ucsf.edu/docs/klly0000